Definition: Business Psychology is an applied science that investigates how to make people and organizations more effective. It uses social scientific research methods to study people, workplaces and organizations in order to better align their multiple and sometimes competing needs. Its goal is to create healthy, productive and mutually beneficial relationships between people and organizations.

The role of business psychology, what they do? Business psychologists have a variety of responsibilities within their organization. Due to their influential role in employee management, emotional intelligence and dedication are leading traits in this career choice.

Examples: some common examples of psychology in everyday life are when you: smile to portray warmth and approachability. use body language to attract or repel advances. appeal to people's vanity and self-indulgence to get what you want.

Benefits: A business psychologist examines employees and organizations with one goal in mind, which is improving the environment at work and increasing the productivity of employees. A business psychologist evaluates the company's goals, work strategies, and employees in order to assess areas and tools for improvement.